

FINAL CASE STUDY

by Diego Salinas

PROBLEM STATEMENT

I am making a web portfolio focused on my different hireable artistic skills

What problem i am solving?

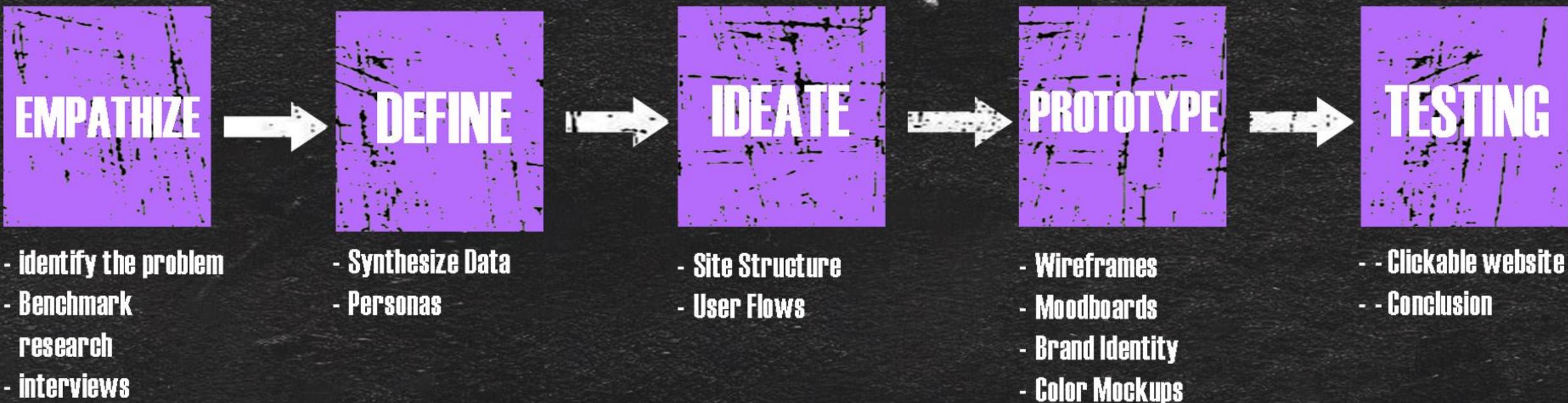
I am creating a website to show my different artistic works, most of my art is digital but I also work with other materials.

Who is my target market?

My goal is potential clients and people who are interested in my art and want to hire me for a job.



UX/UI PROCESS

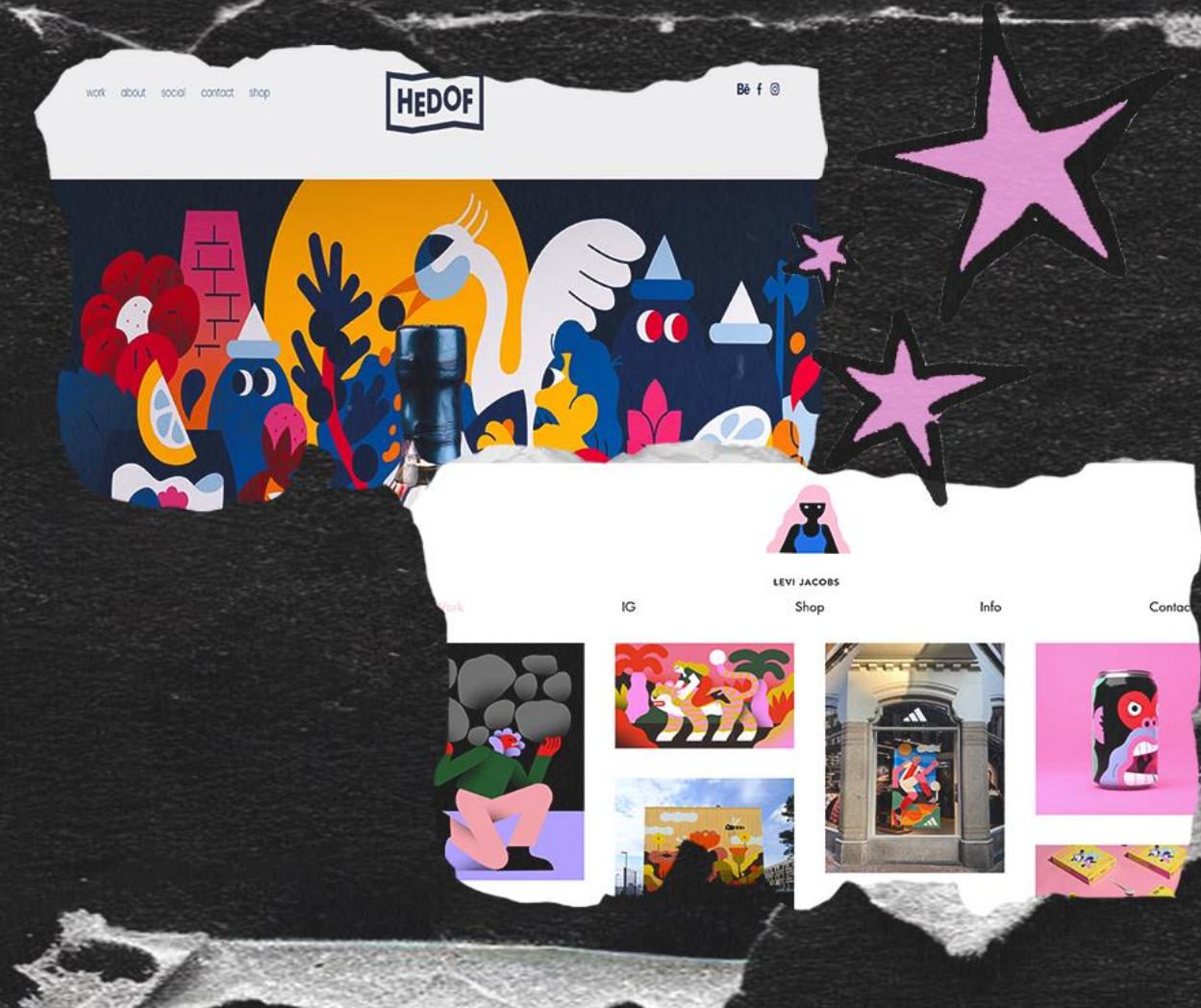


Benchmark Research - Portfolio Websites

What I found from researching portfolio websites:

A good portfolio should be

- a way in which you can demonstrate your projects and skills in effective and easy-to-understand ways
- I was looking at portfolios of illustrators and designers and I came to the conclusion that what makes a portfolio stand out in this market is how much of your personality you put into your portfolio and your projects



INTERVIEWS

1

When was the last time you visited an art portfolio? How was your experience?

2

What is something that catches your attention in an art portfolio?

3

What is something that makes an art portfolio boring or not so interesting?

4

How much time do you spend looking at an art portfolio?

5

Does the color palette affect my portfolio? If I leave it in black and white, will it look minimalist or boring?

6

For what purpose have you visited an art portfolio?

7

Do you like a portfolio showcasing various skills, or do you prefer a portfolio focused on a specific area?

8

What do you think is necessary to have in an art portfolio?

Some Insights from Interviews

- You should have good information about the artist such as a good bio or different ways to contact the artist.
- It should be simple, minimalist, easy to understand but at the same time creative.
- it should be a portfolio that attracts attention; they feel that all portfolios have a cadence of personality.



PERSONAS

1



Name:Leo Messi

Age:18

Gender:Masculine

Single with dogs

Bio:Leo Messi is a freshman graphic design student who is willing to find inspiration looking at my portfolio

Frustations

- not having an eye catching color palette
- poorly design
- lack of description
- lack of content

Goals

- inspiration
- motivation
- reference
- see art tendencies

2



Name: Cristiano Ronaldo

Age:40

Gender: Masculine

Divorced with 7 kids and two cats

Bio: Cristiano Ronaldo is Graphic design professor with 20 years of experience. Right now, he is helping his students make their portfolios and he wants to evaluate mine

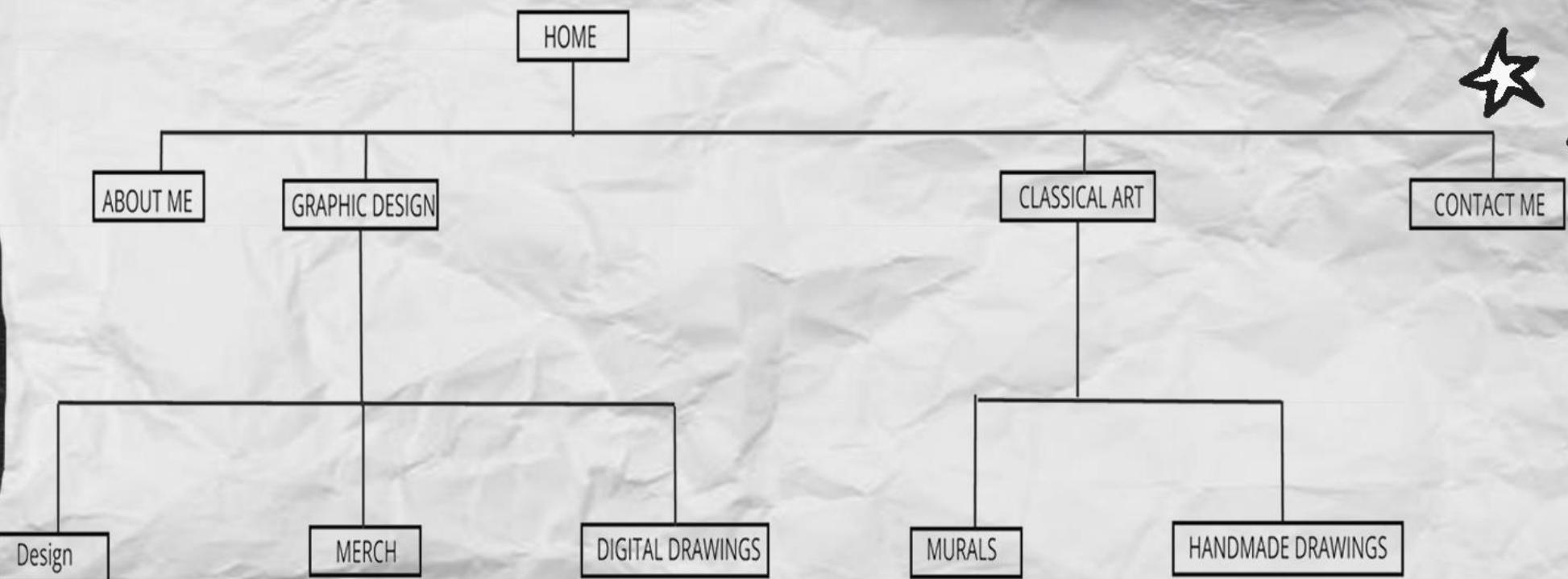
Frustations:

- Lack of content
- Lack of effort
- Not well photographed
- Not having Bio
- Not well placed

Goals

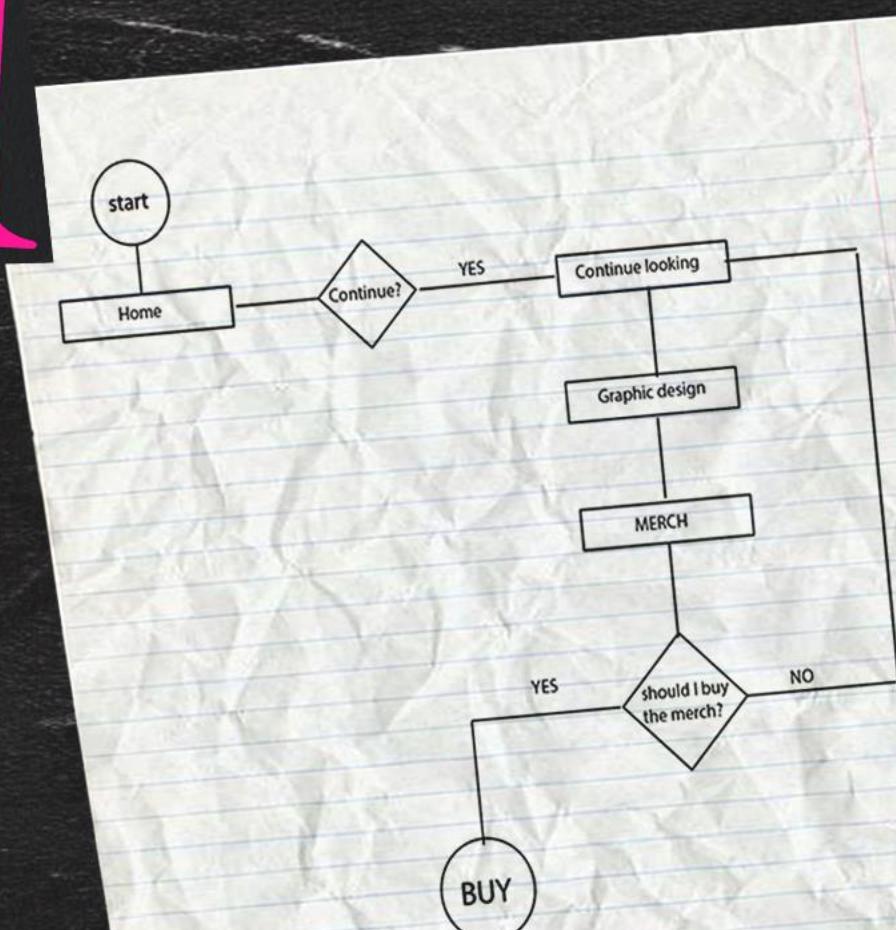
- helping students
- criticizing
- inspiration
- research

SITE STRUCTURE

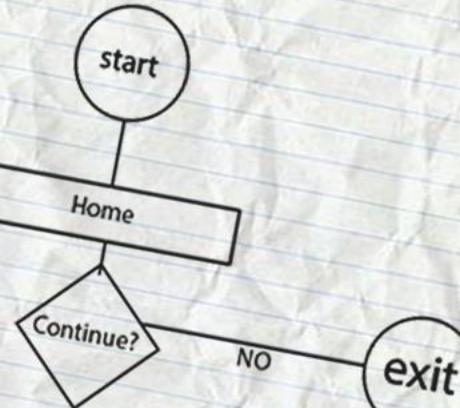


USER FLOWS

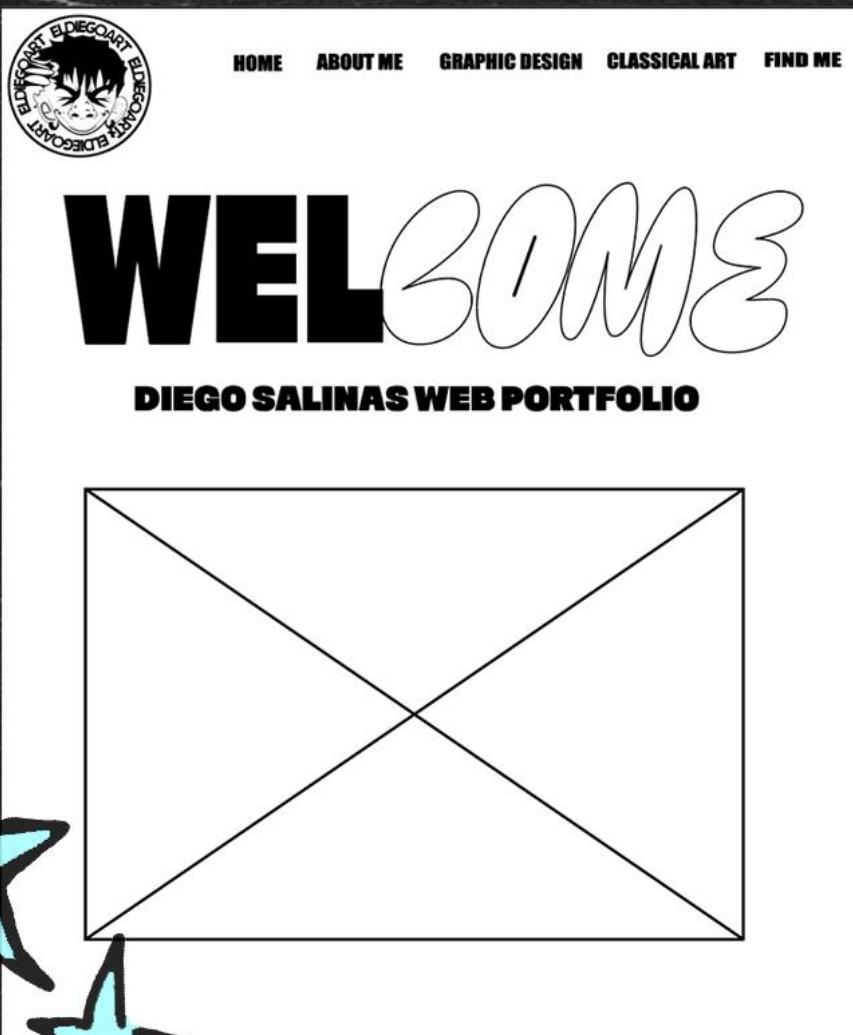
1



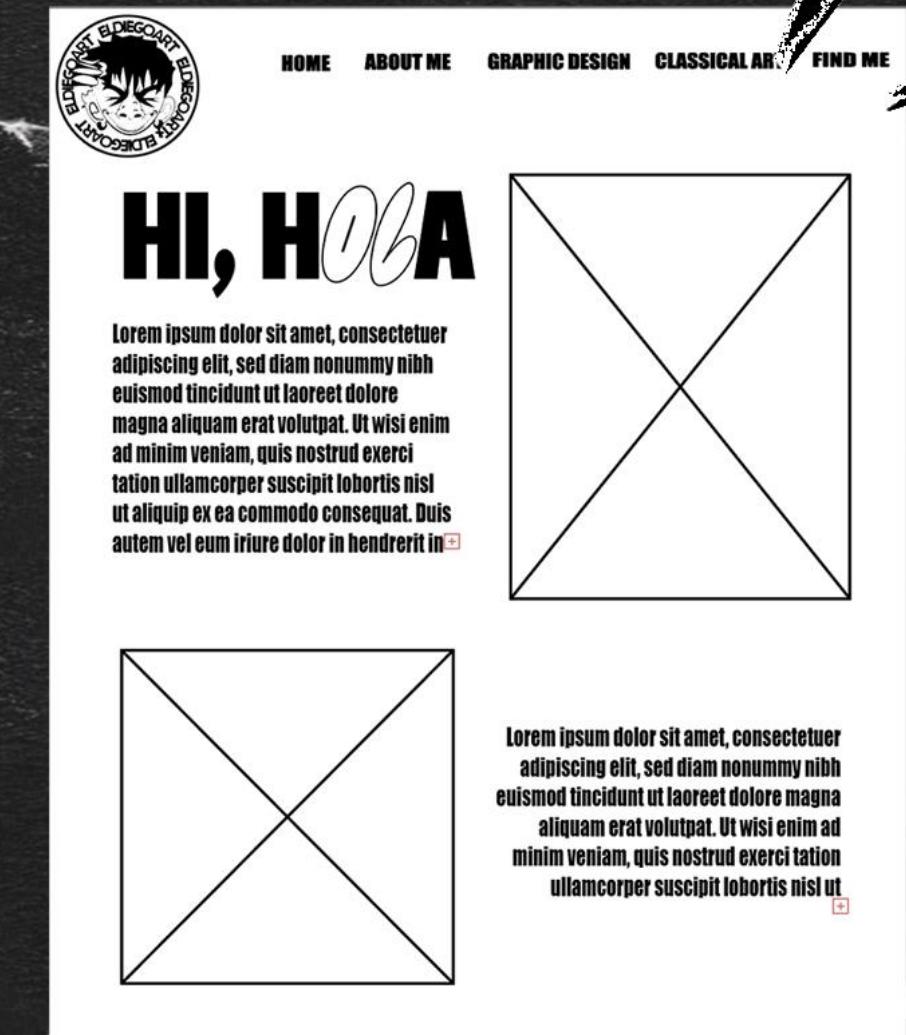
2



WIREFRAMES 1



A wireframe of a web portfolio homepage. At the top left is a circular logo featuring a stylized character's face. To its right are five menu items: HOME, ABOUT ME, GRAPHIC DESIGN, CLASSICAL ART, and FIND ME. Below the menu is a large, bold title "WEL^{BOMS}" where the 'B' is replaced by a stylized, handwritten-style 'BOMS'. Underneath the title is the text "DIEGO SALINAS WEB PORTFOLIO". A large square frame occupies the lower half of the page, containing a large 'X' drawn with two intersecting lines. In the bottom left corner, there are three decorative blue star shapes.



A wireframe of a web portfolio page. At the top left is a circular logo featuring a stylized character's face. To its right are five menu items: HOME, ABOUT ME, GRAPHIC DESIGN, CLASSICAL ART, and FIND ME. Below the menu is a large, bold title "HI, HOA". To the right of the title is a block of placeholder text: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in +". Below the text is a large square frame containing a large 'X' drawn with two intersecting lines. In the bottom right corner is another block of placeholder text: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut +". Above the page, there are three black lightning bolt icons.

WIREFRAMES

2

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY DIGITAL DRAWINGS

Large pink starburst graphic in the bottom left corner.

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY STICKERS

MY T-SHIRTS

Large white starburst graphic in the bottom right corner.

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY POSTERS

MY LOGOS

Large black starburst graphic in the top right corner.

WIREFRAMES 3

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

ELBEGOAT ELBEGOAT ELBEGOAT ELBEGOAT

MY DRAWINGS

★ ★ ★ ★

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

ELBEGOAT ELBEGOAT ELBEGOAT ELBEGOAT

MURABBS

★ ★ ★ ★

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

ELBEGOAT ELBEGOAT ELBEGOAT ELBEGOAT

FOOD ME

INSTAGRAM

BEHANCE

GMAIL

PHONE

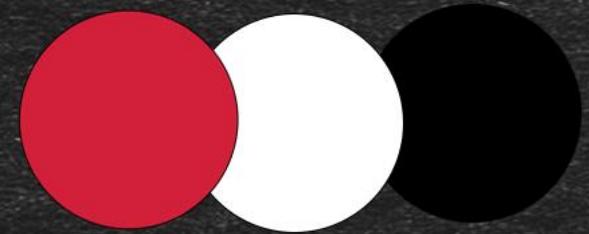


MOODBOARD A

FONT TITLE : AODEPS

FONT SUBTITLE: DEEPO

Font text: **Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore magna aliqua. Quis ipsum**



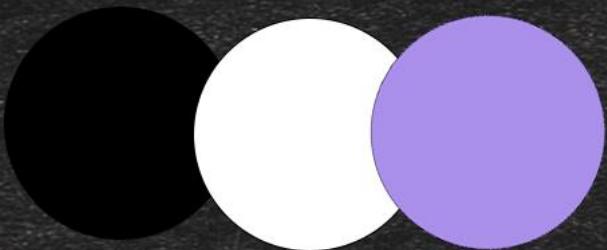
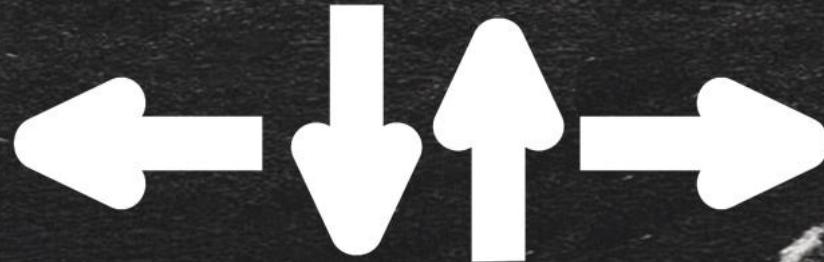
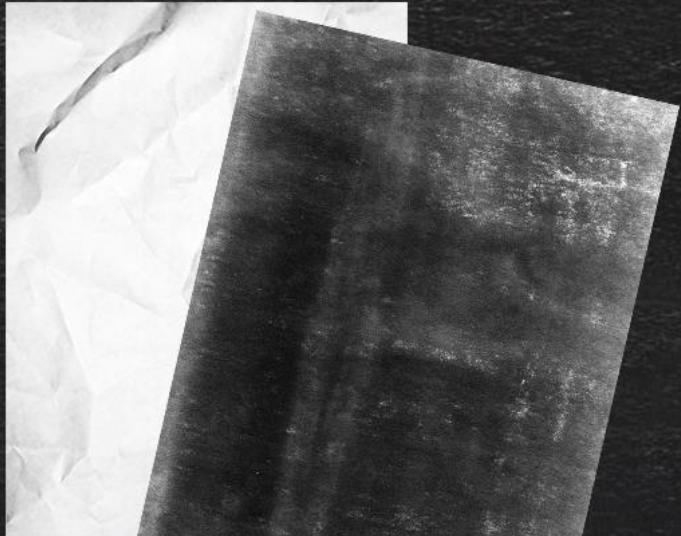
MOODBOARD



FONT TITLE: CURIOUS WORLD

FONT SUBTITLE: TEENAGE DREAM 2

Font text: teenage dream demoL
orem ipsum dolor sit amet, consectetur
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Brand Identity - Logo



FULL COLOR MOCKUP A



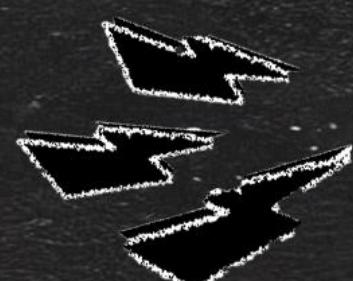
A full color website mockup featuring a dark-themed header with a circular logo containing a stylized face. Below the header is a navigation bar with links: HOME, ABOUT ME, GRAPHIC DESIGN, CLASSICAL ART, and FIND ME. The main content area features a large, bold text "HI, HOCA!" with a purple flame effect. To the right is a cartoon illustration of a man with black hair and a wide, toothy grin, sitting at a desk and working on a laptop. Below the main text is a framed portrait of a woman smiling. Three blue rounded squares contain the letters "Ps", "Ae", and "Ai". To the left of the portrait is a block of placeholder text (Lorem ipsum). To the right of the portrait is another block of placeholder text.



A full color website mockup featuring a dark-themed header with a circular logo containing a stylized face. Below the header is a navigation bar with links: HOME, ABOUT ME, GRAPHIC DESIGN, CLASSICAL ART, and FIND ME. The main content area features a section titled "MY POSTERS" displaying a grid of six posters with various designs. Below this is a section titled "MY LOGOS" displaying a grid of five logos. Each logo includes a circular profile picture and a small block of placeholder text (Lorem ipsum).



FULL COLOR MOCKUP B



ELDIEGOART ELDIEGOART ELDIEGOART ELDIEGOART

HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

HI, HOLA

Ps **Ae** **Ai**

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HOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY POSTERS

MY LOGOS

ELDIEGOART ELDIEGOART ELDIEGOART ELDIEGOART

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FINAL SITE-DESKTOP



The desktop view shows a large, stylized "HI, HOLA" in purple and black. Below it is a bio text:
Hi, I am Diego Salinas(El diego). I am an illustrator and designer specializing in logos, posters, and illustrations for advertising. I'm originally from Peru but currently residing in New York, United States. My art is heavily influenced by political art, music, and street art.

On the right, there is a cartoon illustration of a character with dark hair and a wide grin, sitting at a laptop. In front of the character is a Polaroid photo of a person's face. Below the bio is another bio text:
I am currently studying at SUNY Orange Community College, where I've gained experience creating various types of advertisements. My artistic influences include Shepard Fairey, David Carson, Keith Haring, and Martina Galarza.

At the bottom, there are icons for Photoshop (Ps), After Effects (Ae), and Illustrator (Ai). The footer features a black bar with social media links: Instagram (@eldiego_art) and Behance (@diegosalinas29). The header features a circular logo with a portrait and the text "ELDIEGOART". The navigation bar includes "WELCOME", "ABOUT ME", "GRAPHIC DESIGN", "CLASSICAL ART", and "FIND ME".

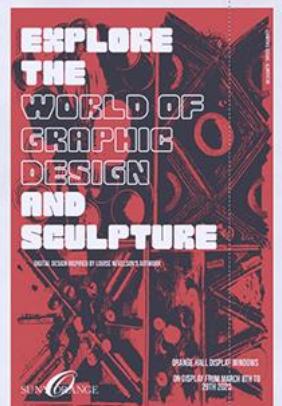


WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY POSTERS



LIVE MUSIC, FOOD, GREEN INITIATIVES,
HUG A CACTUS, COOKING DEMOS
Earth Day Spring Picnic presented by BOA, GFS002, & Projector
sponsored by the student activity fee



WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY DIGITAL DRAWINGS



 WELCOME ABOUT ME GREAT DESIGN CLASSICAL ART FIND ME

MY STICKERS



MY-TSHIRTS



 RICHARDMAY DESIGN ART STUDIO | richardmaydesignart.de

 WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY DRAWINGS





WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

MY MURALS



"Pais de cabeza"

made by eldiego, Mickey, Shadow and Ripper
2019 after the congress was closed in Peru



"Politicos de mierda"

made by eldiego,
2021 Following the theft of Covid-19 vaccines
by part of the government



"El corral"

made by eldiego, Mickey and Ripper
2020 after the vacancy of the president in that
year



"un ojo sobre el pais"

made by eldiego and Shadow
2020 After protests against the current
president appeared on the BBC

INSTAGRAM: eldiego_art
BEHANCE: diegosalinasy29



WELCOME ABOUT ME GRAPHIC DESIGN CLASSICAL ART FIND ME

FIND ME OR I WILL FIND YOU

INSTAGRAM: eldiego_art

BEHANCE: diegosalinasy29

GMAIL: diegosalinasy2004

PHONE: 845 857 6339

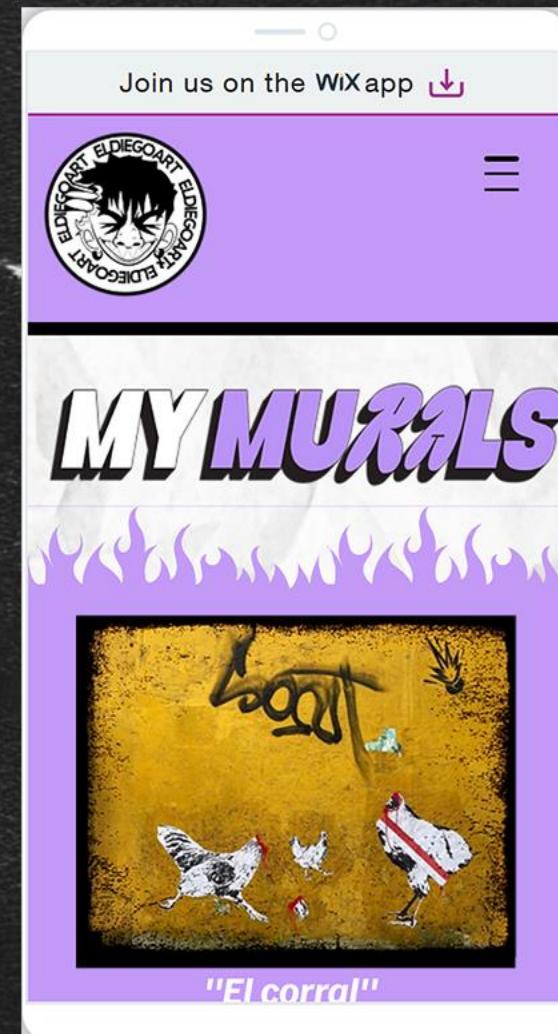
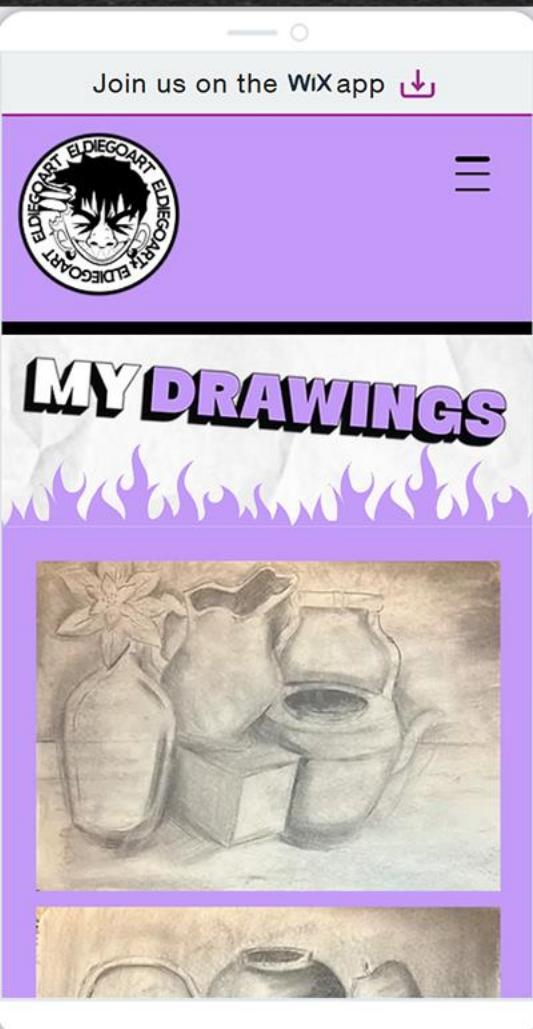
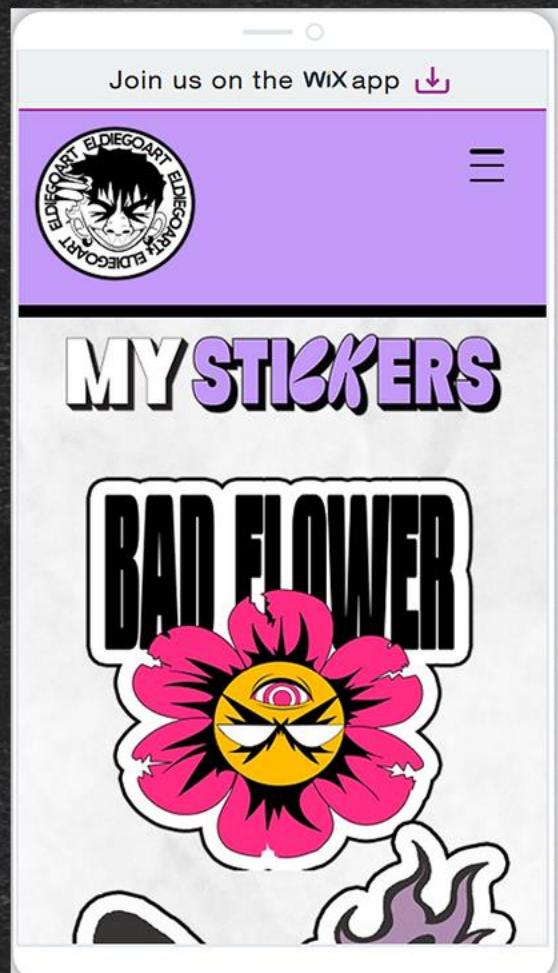


INSTAGRAM: eldiego_art
BEHANCE: diegosalinasy29



FINAL SITE-MOBILE





<https://das8898.wixsite.com/my-site-1>